DEAN OF ONLINE LEARNING AND CONTINUING PROFESSIONAL EDUCATION

West Virginia University (WVU) seeks a dynamic and innovative individual to provide leadership for the vision, strategic planning and management in developing innovative academic online programming and face-to-face instruction for undergraduate and graduate degree programs including continuing professional education programs and certifications. This position facilitates leading-edge online course delivery to support high quality online educational programs. As a member of the Academic Leadership team, the Dean reports to the Provost or her designee.

Duties and Responsibilities of the Dean

- Responsible for providing vision and leadership to WVU Online in the development, implementation and operation of expanded online offerings by collaborating with the leadership of various colleges.

- Collaborate with WVU Deans to design, develop, and deliver scalable, contextually rich, engaging and objective-driven web based credit and continuing and/or professional development course components.

- Foster an entrepreneurial mindset throughout WVU by inspiring colleges to produce and deliver credit courses that meet Quality Matters standards; are market-driven; and fulfill the mission of West Virginia University.

- Develop and implement strategic operating plans consistent with the University’s overall mission, vision and goals.

- Research emerging technologies and develop online, blended and/or hybrid educational opportunities for academic credit and continuing professional education.

- Direct market research and needs assessment for new programming and academic initiatives.

- Provide strategic leadership for all online programmatic recruitment and enrollment including marketing/promoting and identifying appropriate communication channels to increase student enrollment that generates revenue.

- Provide oversight for program evaluation and improvement to enhance student success, retention, and degree completion.
Position Profile

- Develop policies and procedures for Online Learning and Continuing Professional Education that comply with all University and Board of Governors' Policies, Federal and State regulations, and ensures the applicable accreditation criteria and requirements are met.

- Must have a strong understanding of State Authorization Reciprocity Agreements, and keeps abreast of policies and standards as they are revised. Advise appropriate individuals at WVU of the policies/standards as they change.

- Provide faculty and subject matter experts with support, resources, trainings, and best practices in support of their efforts to develop responsive in-demand credit, continuing professional education classes, certificates, and degrees.

- Collaborate with University leaders, internal/external constituents, and key stakeholders to develop and implement new programming, support existing offerings and continuously advance instructional technology infrastructure.

- Develop and manage budget that supports high quality online educational programs which are sustainable, affordable, and efficient while positioning WVU as a recognized leader in online education.

- Participate in and engage with Online Learning and Continuing Professional Education organizations.

- Manage all aspects and provides strategic execution of our third-party vendor contracts.

- Provide leadership and strategic direction to professional staff, which includes supervision, performance management, and supporting daily operational needs.

- Support a diverse population of undergraduate, graduate and adult completion students in their pursuit of academic excellence.

- Oversee administrative practices for tracking students and potential students.

- Serve as an institutional advocate for non-traditional students that addresses WVU’s Land Grant mission through access to flexible programming, and represent WVU and its academic outreach programming throughout West Virginia, the United States and in global international markets.

- Build partnerships within the University to raise the visibility of WVU Online and Continuing Professional Education and be the leading voice in both internal and external settings.

- Analyze trends affecting online higher education and recognize how these issues can be utilized to benefit the university.

- Work collaboratively with the Director of Academic Excellence and Assessment to measure and evaluate learning effectiveness in online.
Required Qualifications

West Virginia University seeks an individual with a proven track record of progressive leadership responsibilities, including evidence of the following:

- Five years of demonstrated successful experience in a leadership capacity with faculty, staff, students, and administrators in an environment of shared decision-making and governance;
- Curricula and instructional technology design, planning, implementation, delivery, and evaluation;
- Course management systems and/or learning management systems experience;
- Academic leadership, program management, and supervision;
- Ability to analyze data and make data-driven decisions, recommendations, and proposals;
- Demonstrated experience and skills in fiscal and budget management;
- Knowledge of online education revenue and enrollment growth strategies and ability to secure alternative funding sources and grants; and
- Doctoral Degree.

Desired Qualifications

- Demonstrated commitment to continuous improvement processes using appropriate methods to identify opportunities, implement solutions, and measure impact.
- Demonstrated understanding of instructional pedagogy and curriculum design, and teaching/online learning skills.
- Ability to anticipate and respond to future online education developments, technological advances, and employment trends; ability to use a variety of educational technologies.
- Ability to work in team-focused manner across complex, multi-dimensional and interdisciplinary groups and with internal and external partners; ability to work collaboratively to manage multiple tasks concurrently.
- Demonstrated understanding of WVU’s mission, vision, and values including commitment to diversity and social justice.
- Excellent interpersonal, written and oral communication skills.

Salary

The salary is competitive and commensurate with qualifications and experience.
Applicant Review

Confidential applications and nominations will be accepted until the position is filled. Candidate screening will begin immediately. For best consideration, applications and nominations should be submitted no later than February 19, 2016.

How to Apply

A complete application will include a letter describing relevant experiences and interest in the position, current curriculum vitae, and the names of five references with titles, mailing addresses, business/home telephone numbers, and email addresses. All documents should be submitted in pdf format. Individuals who wish to nominate a candidate should submit a letter of nomination, including the name, position, address, telephone number, and email address of the nominee. Greenwood/Asher & Associates (GAA), an executive search firm, is assisting West Virginia University in the search.

To apply for this position, please visit jobs.wvu.edu and navigate to the staff positions for external candidates.

For confidential inquiries regarding the position please contact:

Jan Greenwood, Betty Turner Asher, Partners
Greenwood/Asher & Associates, Inc.
42 Business Centre Drive, Suite 206
Miramar Beach, Florida 32550
Phone: 850-650-2277 / Fax: 850-650-2272
Email: jangreenwood@greenwoodsearch.com
Email: sharonmcdade@greenwoodsearch.com
Email: cindyreed@greenwoodsearch.com

For more information please visit:

WVU Online: http://online.wvu.edu
Continuing and Professional Education: http://continuinged.wvu.edu
Summer: http://summer.wvu.edu
West Virginia University: http://www.wvu.edu

West Virginia University is an Equal Opportunity/Affirmative Action Employer and the recipient of an NSF ADVANCE award for gender equity. The University values diversity among its faculty, staff and students, and invites applications from all qualified individuals, including minorities, females, individuals with disabilities, and veterans. Meeting the needs of today’s professional couples is a critical factor in WVU’s success in recruiting and retaining new faculty and senior staff. Our Dual Career Program assists couples in your employment search. WVU belongs to the OH/Western PA/WV Higher Education Recruitment Consortium (HERC). Please visit dualcareer.wvu.edu for more information.
WVU Online and Continuing and Professional Education

Under the leadership of Dr. Sue Day-Perroots, WVU Online and Continuing Education has become essential to the university’s land-grant mission to expand access to education. A partnership was forged with schools and colleges that has brought national recognition for WVU in distance education and summer session programming. The staff has built a strong foundation for the next leader with promising opportunities for enrollment growth and program development.

Background

West Virginia University began offering off-campus graduate courses in the early 1970s, and over the next 25 years deployed the latest technologies—television, satellite, interactive video networks—before offering the first online classes in 1998. Off-campus Graduate Programs evolved into Extended Learning with a wider mission of developing new programs for new audiences.

In 2000, the position of dean was established, and Extended Learning became an essential component to enrollment planning. The development of an entrepreneurial model of shared revenue strengthened the partnership between the unit and WVU’s schools and colleges.

These efforts led to new program development, increased enrollment, and millions of dollars in revenue for the university. The unit’s success was noted and, in 2013, renamed Academic Innovation with an expanded mission to support faculty as they sought to utilize technology in the classroom, not just online.

The offices are located in the historic Wharf District (building on right).
### WVU Online

There are currently **34 graduate degrees and certificates** delivered in an online, blended, or off-campus format. At the undergraduate level, there are **three undergraduate degree completion programs and two certificates**. A fourth degree, Early Childhood Development, is expected to be offered next year.

![Image of Mary Hammett and Melissa Kelley](image)

Mary Hammett thanks Melissa Kelley, student support coordinator, with a note on her cap at graduation.

### Academic Innovation Total Student Credit Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>Distance SCHs</th>
<th>On-Site SCHs</th>
<th>Total</th>
<th>Distance Ed % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>72,143</td>
<td>7,017</td>
<td>79,160</td>
<td>91.14%</td>
</tr>
<tr>
<td>2014</td>
<td>72,002</td>
<td>8,042</td>
<td>80,044</td>
<td>89.95%</td>
</tr>
<tr>
<td>2013</td>
<td>73,092</td>
<td>8,724</td>
<td>81,816</td>
<td>89.34%</td>
</tr>
<tr>
<td>2012</td>
<td>71,387</td>
<td>10,986</td>
<td>82,373</td>
<td>86.66%</td>
</tr>
<tr>
<td>2011</td>
<td>66,383</td>
<td>14,051</td>
<td>80,434</td>
<td>82.53%</td>
</tr>
<tr>
<td>2010</td>
<td>59,144</td>
<td>15,163</td>
<td>74,307</td>
<td>79.59%</td>
</tr>
<tr>
<td>2009</td>
<td>51,292</td>
<td>14,989</td>
<td>66,281</td>
<td>77.40%</td>
</tr>
<tr>
<td>2008</td>
<td>45,808</td>
<td>16,826</td>
<td>62,634</td>
<td>73.00%</td>
</tr>
</tbody>
</table>

### POINTS OF PRIDE:

“Mountaineers Go First” is WVU’s signature tagline, and this unit has provided leadership in many areas:

- Earned almost $110,000,000 for schools and colleges over the past five years;
- Initiated early online Student Evaluation of Instruction;
- Collaborated to implement Blue, a course evaluation tool that will eventually replace eSEI;
- Led the drive for online grading;
- Became the first unit to develop an eCommerce process that synced with the State Treasury system;
- Established a “one-stop shop” call center for online students;
- Instituted a one-term summer session which allowed for curriculum innovation;
- Adopted an ePortolio tool to allow students to collect and manage their work on the web;
- Offered Smarthinking (online tutoring) to high D/F/W courses;
- Piloted GradeSync, a tool that allows instructors to submit grades from eCampus to STAR;
- Played a key role in the adoption of Blackboard Open Education for WVU users;
- Piloted Hobsons AY online graduate application and Hobsons CRM which enabled the tracking of prospective students from inquiry to application;
- Developed an online pathway for community college students to complete their bachelor’s degree at WVU; and
- Became the first university to offer International Learning Units (ILUs) for Continuing Education.
The West Virginia Craft Beer class filled up quickly thanks to a timely topic and marketing developed in-house.

Continuing and Professional Education

In 2004, Extended Learning expanded into the continuing education market. Today the catalog has more than 200 courses in the categories of career and professional training, creative arts and photography, engineering information technology and software, forensic science, and personal enrichment.

The majority of the courses are offered online but there are some courses offered locally, most notably three courses on the craft beer industry.

In 2009, the unit became the first university to offer International Learning Units which is an outcome based measurement of learning.

Student Credit Hours by College

<table>
<thead>
<tr>
<th>College</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Affairs/Libraries</td>
<td>76</td>
<td>70</td>
<td>153</td>
<td>662</td>
</tr>
<tr>
<td>Davis College of Agriculture, Natural Resources &amp; Design</td>
<td>3,526</td>
<td>3,935</td>
<td>4,544</td>
<td>4,398</td>
</tr>
<tr>
<td>Eberly College of Arts and Sciences</td>
<td>26,797</td>
<td>27,110</td>
<td>26,230</td>
<td>26,339</td>
</tr>
<tr>
<td>College of Business &amp; Economics</td>
<td>7,446</td>
<td>7,445</td>
<td>8,700</td>
<td>9,823</td>
</tr>
<tr>
<td>College of Creative Arts</td>
<td>2,284</td>
<td>2,202</td>
<td>2,621</td>
<td>2,336</td>
</tr>
<tr>
<td>Statler College of Engineering &amp; Mineral Resources</td>
<td>1,785</td>
<td>1,743</td>
<td>2,035</td>
<td>2,454</td>
</tr>
<tr>
<td>College of Education and Human Services</td>
<td>18,650</td>
<td>17,382</td>
<td>16,080</td>
<td>13,627</td>
</tr>
<tr>
<td>Reed College of Media</td>
<td>9,032</td>
<td>9,156</td>
<td>8,451</td>
<td>9,080</td>
</tr>
<tr>
<td>College of Physical Activity and Sport Sciences</td>
<td>2,654</td>
<td>2,615</td>
<td>2,641</td>
<td>2,331</td>
</tr>
<tr>
<td>College of Law</td>
<td>139</td>
<td>123</td>
<td>168</td>
<td>167</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>4,054</td>
<td>3,075</td>
<td>2,898</td>
<td>3,026</td>
</tr>
<tr>
<td>School of Public Health</td>
<td>283</td>
<td>833</td>
<td>585</td>
<td>745</td>
</tr>
<tr>
<td>School of Nursing</td>
<td>5,647</td>
<td>6,127</td>
<td>4,938</td>
<td>4,193</td>
</tr>
</tbody>
</table>
Summer Sessions

The Summer Sessions office is nationally recognized for its success in developing the summer term as a strong part of the academic calendar. Faculty use the summer to test innovation and strategies in teaching, while the colleges use the summer to move their students closer to graduation and increase their revenue. Students take advantage of the unique learning opportunities available in summer by studying abroad, conducting field assignments, adding minors to enhance careers, and learning through adventure.

Online courses in the summer are popular for students like Moses Ajemigbitse.

<table>
<thead>
<tr>
<th>Year</th>
<th>Section Type</th>
<th>Course Enrollment</th>
<th>UG Credit Hours</th>
<th>GR Credit Hours</th>
<th>Total Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>On-campus</td>
<td>9,598</td>
<td>20,019</td>
<td>5,193</td>
<td>25,212</td>
</tr>
<tr>
<td>2015</td>
<td>Online</td>
<td>8,913</td>
<td>19,837</td>
<td>6,970</td>
<td>26,807</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>18,511</td>
<td>39,856</td>
<td>12,163</td>
<td>52,019</td>
</tr>
<tr>
<td>2014</td>
<td>On-campus</td>
<td>9,838</td>
<td>19,905</td>
<td>6,209</td>
<td>26,114</td>
</tr>
<tr>
<td>2014</td>
<td>Online</td>
<td>9,433</td>
<td>20,935</td>
<td>7,472</td>
<td>28,407</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>19,271</td>
<td>40,840</td>
<td>13,681</td>
<td>54,521</td>
</tr>
<tr>
<td>2013</td>
<td>On-campus</td>
<td>10,432</td>
<td>20,794</td>
<td>5,470</td>
<td>26,264</td>
</tr>
<tr>
<td>2013</td>
<td>Online</td>
<td>8,978</td>
<td>19,113</td>
<td>7,859</td>
<td>26,972</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>19,410</td>
<td>39,907</td>
<td>13,329</td>
<td>53,236</td>
</tr>
<tr>
<td>% Change 2014 to 2015</td>
<td>- 3.9</td>
<td>- 2.41</td>
<td>- 11.10</td>
<td>- 4.60</td>
<td></td>
</tr>
</tbody>
</table>

Note: These colleges participate in the summer model—Davis College of Agriculture, Natural Resources and Design; Eberly College of Arts and Sciences; College of Business and Economics; College of Creative Arts; Statler College of Engineering and Mineral Resources; College of Education and Human Services; and College of Physical Activity and Sport Sciences.
Rankings and Recognition

- For the third year, U.S. News and World Report has ranked West Virginia University online programs in business, nursing, and education *among the best for veterans and active-duty service members.*

- **Rehabilitation Counseling ranked 37** in U.S. News ranking of top graduate programs.

- U.S. News and World Report 2015 program rankings are as follows:
  - Executive MBA ranked 25;
  - Nursing ranked 36; and
  - Graduate Education ranked 86.

  [Full Press Release]

- In October 2015, [Integrated Marketing Communications named “outstanding online program”](#) by the Online Learning Consortium.

- [Clinical Rehabilitation and Mental Health Counseling Receives $1 Million Grant](#).

- Summer Sessions won the North American Association of Summer Sessions Administrative Category for Creative and Innovative Marketing Award in 2013.

- Continuing and Professional Education has been recognized in the following areas:
  - LERN Excellence in Programming for 2009 – Forensic Science Program;
  - LERN Excellence in Programming for 2011 – International Learning Units (ILU);
  - NAASS – 2006 Creative & Innovative Program Award of Merit – 5202 Initial Substitute Teacher Training;

National Memberships

American Distance Education Consortium (ADEC)
Association of University Summer Sessions (AUSS)
Educational Advisory Board (EAB)
Educause
Learning Resources Network (LERN)
National Council for State Authorization (NC-SARA)
North American Association of Summer Sessions (NAASS)
Online Learning Consortium (OLC)
Southern Regional Electronic Campus (SREC)
University Professional and Continuing Education Association (UPCEA)
WVU was founded in 1867 as a result of the 1862 Land-Grant Act, otherwise known as the Morrill Act. WVU is proud of its flagship, land-grant University status, and its mission reflects its dedication to serving the state and citizens of West Virginia through access to higher education, research, and comprehensive health sciences. Two divisional campuses, Potomac State College of West Virginia University (PSC) and the West Virginia University Institute of Technology (WVUIT), are located in Keyser, WV, and Montgomery, WV, respectively. A third divisional campus is planned in Beckley, WV.

A tradition of academic excellence attracts exceptional high school seniors. WVU has produced 24 Rhodes Scholars, 36 Goldwater Scholars, 22 Truman Scholars, five members of USA Today’s All-USA College Academic First Team, nine Boren Scholars, seven Gilman Scholars, three Department of Homeland Security Scholars, and 36 Fulbright Scholars (five in 2012 alone). WVU is also one of the few schools in the country that are land-grant, doctoral research universities with a comprehensive medical school.
**Accreditation**

WVU is accredited by the Higher Learning Commission (HLC). WVU was first accredited in 1926 and was last reaccredited in 2014. Over 130 of WVU’s academic programs are accredited by specialized accreditors.

**Classifications**

WVU is a Carnegie Foundation classified Research University (High Research Activity), Community Engaged institution, Comprehensive doctoral university.

**Academics**

The institution has 15 colleges and schools offering 193 bachelor’s, master’s, doctoral, and professional degree programs in arts and sciences (humanities, social sciences, and natural sciences and mathematics); agriculture, natural resources, and design; business and economics; creative arts; dentistry; education and human services; engineering and mineral resources; journalism; law; medicine; nursing; pharmacy; physical activity and sport sciences; and public health. Hundreds of distance education and online classes are available.

**Rankings**

WVU is among the top 100 public universities. In U.S. News & World Report’s Best Colleges 2015 rankings, WVU ranked No. 93.

WVU is among the top 15 public universities in the number of students earning Rhodes Scholarships.

WVU is ranked the 6th most-affordable in-state tuition, according to the College Board’s 2013 Trends in College Pricing’s list of average tuition and fees. Out-of-state tuition at West Virginia four-year public institutions was ranked 11th most affordable.
The Campus

WVU's Morgantown facilities include 189 buildings on 1,099 acres, including ten buildings that are on the National Register of Historic Places. The Robert C. Byrd Health Sciences Center has a campus in Morgantown, as well as campuses in Martinsburg and Charleston, the state capital. The WVU Extension Service has an office with a faculty presence in all of West Virginia’s 55 counties. WVU also operates seven experimental farms and four experimental forests throughout the state, in addition to the state 4-H Camp and Lifelong Learning Center at Jackson’s Mill near Weston, WV, and several divisional campuses.

The Community

This position is located on West Virginia University's main campus in Morgantown which is often heralded as one of the best small cities in America by Kiplinger, Forbes, Business Week, and Southern Living just to name a few. Thanks to the presence of WVU and a large health care industry, the area’s economic growth has drawn the attention of the national news media. Families enjoy the theater, arts, sports, and abundant outdoor recreation provided in this scenic mountainous community. Monongalia County has a population of 100,000 residents.

The town is located at the intersection of two major interstate highways, I-79 and I-68, providing easy access to major East Coast and Midwest Cities. Morgantown is 90 minutes south of Pittsburgh, PA, 3 hours east of Columbus, OH, and 3.5 hours west of Washington, D.C. For more information about the city, visit http://www.morgantownwv.gov/.
### WVU2020: Strategic Plan for the Future

<table>
<thead>
<tr>
<th>Goals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Engage undergraduate, graduate, and professional students in a</td>
</tr>
<tr>
<td>challenging academic environment</td>
</tr>
<tr>
<td>2 Excel in research, creative activity, and innovation in all</td>
</tr>
<tr>
<td>disciplines</td>
</tr>
<tr>
<td>3 Foster diversity and an inclusive culture</td>
</tr>
<tr>
<td>4 Advance international activity and global engagement</td>
</tr>
<tr>
<td>5 Enhance the well-being and the quality of life of the people</td>
</tr>
<tr>
<td>of West Virginia</td>
</tr>
</tbody>
</table>